

Tracks readers' survey report

Earlier this year, we sent a survey to 1,000 Tracks subscribers, and another survey to 1,000 Tracks recipients who were about to be purged from our mailing list because they have not requested a continuation of their subscriptions. Below are the results of the survey sent to the "unsubscribed" list. A majority of them said they didn't know they needed to request a subscription.

As a result of the survey, we will be managing our subscription database by sending expiration notices to subscribers every three years. This will help ensure that we keep our mailing list up-to-date, while sending Tracks only to those who wish to receive it.

For those of you who responded, thanks for taking the time to provide us with your feedback. We always look forward to hearing from readers about how we can improve the content of the magazine. You can send your comments to: cprusinski@dfg.ca.gov.

How did you first become aware of Tracks?

From DFG office	63%
On the Internet	2%
From sporting goods/bait & tackle store	19%
Given to me as a gift	2%
At the library	0%
At work	1%
Through a friend	5%
Other	7%

Where do you get information on hunting and angling in California? Please check all that apply.

TV/radio	15%
Internet	15%
Magazines	31%
Newsletters	10%
Professional journals	3%
Newspapers	10%
Other sources	21%

Are you a member of or do you donate to any wildlife conservation or sport hunting/fishing organizations? Please check all that apply.

Waterfowl	64%
Upland Game	56%
Big Game	18%
Fishing	70%

How much of each issue of Tracks do you read?

Most	87%
Little	4%
None - I do not receive Tracks.	2%
Topics only related to a particular species	6%

After you read your issue of Tracks, what did you do with your copy?

Pass it on to someone else to read	30%
File it for future reference	41%
Donate it	3%
Recycle it	24%
Other	2%

How many people read your copy of Tracks?

No one else, just me	34%
1 other person	27%
2-3 other people	34%
4 or more other people	4%

Our records show that you no longer have a current subscription to Tracks. Prior to the expire of your subscription, how long had you been reading Tracks?

Less than 1 year	10%
1-2 years	36%
3-4 years	30%
5 or more years	23%

Have you ever downloaded a digital (PDF) copy of Tracks from the DFG web site? (www.dfg.ca.gov/coned/tracks/tracks.html)

Yes	4%
No	93%
Maybe, but I don't remember	3%

What animals do you hunt or fish inside or outside of California?

Big Game	41%
Upland Game	27%
Fish	31%

How many years have you hunted?

0 1	0%
2 5	2%
5 or more	96%
Not applicable	1%

How many years have you fished?

0 1	2%
2 5	2%
5 or more	92%
Not applicable	4%

How many days per year do you spend fishing?

0-7	25%
8-14	21%
15 or more	50%
Not applicable	4%

How many days per year do you spend hunting?

0-7	11%
8-14	22%
15 or more	66%
Not applicable	1%

Why did you read *Tracks*? Please circle a number for each of the following statements on the 5-point scale provided:

Disagree		Neutral		Agree
1	2	3	4	5

I read *Tracks* for personal enjoyment.

4% 2% 9% 20% 65%

I read *Tracks* because it relates to my job.

71% 7% 13% 3% 6%

I read *Tracks* to understand DFG hunting and fishing regulations.

4% 4% 18% 23% 51%

I read *Tracks* to be informed about how DFG manages public wildlife and public lands.

2% 1% 15% 28% 53%

I read *Tracks* to learn how to prevent and report poaching.

11% 7% 31% 21% 31%

I read *Tracks* to learn how and where to apply for licenses/tags.

11% 6% 21% 16% 47%

I read *Tracks* to learn where game and fishing stocks are located.

9% 7% 22% 21% 42%

Do you own a current hunting or fishing license?

YES 95%

NO 5%

If you answered NO to question 15, do you plan to purchase or renew your fishing or hunting licenses in the next year?

YES 87%

NO 13%

If you answered NO to 16, would you pay for your subscription if *Tracks* subscriptions were free only to subscribers with current hunting and fishing licenses?

YES 41%

NO 59%

If you answered YES to 17, what price would you consider paying for an annual quarterly subscription to *Tracks*? Please check box that applies below. I would be willing to pay:

\$9 – 12 per year 79%

\$13 – 15 per year 15%

\$16 – 18 per year 4%

\$19 – \$22 per year 1%

More than \$22 per year 0%

Would you read *Tracks* if it was only available FREE for reading/downloading on the DFG web site?

YES 56%

NO 44%

Would you like to see advertising in *Tracks*?

YES 51%

NO 49%

If you answered YES to 20, please indicate the types of advertisers that you would like to see in *Tracks*.

Licensed Hunting Guides 29%

Trip/Gear Outfitters 28%

Nonprofit organizations 14%

Rod and Gun Vendors 24%

Other 4%

Why did you discontinue your subscription to *Tracks*?

I didn't know I could subscribe, sign me up! 52%

I am no longer active in hunting or fishing 0%

I did not find content relevant or useful 3%

I get similar information from other sources 5%

I have too much to read 3%

I read a copy from another source 3%

I read *Tracks* online at the DFG web site 2%

Other 31%

What is your total annual household income?

Under \$25,000 10%

\$25,000 - \$49,999 20%

\$50,000 - \$74,999 26%

\$75,000 - \$99,999 16%

\$100,000 or more 28%

Please indicate your gender and age.

Male 97%

Female 3%

Under 18 1%

18 – 24 4%

25 – 34 7%

35 – 44 19%

45 – 54 28%

55 – 64 25%

65 or above 16%

What is the highest level of education that you have completed?

High school 24%

Some college 47%

Bachelor's degree 19%

Postgraduate degree 10%

What is the speed of the modem that you use to download your e-mail or for web browsing?

14.4 Kbps – 28.8 Kbps 5%

28.8 Kbps – 33.6 Kbps 10%

33.6 Kbps – 56 Kbps 30%

DSL/Cable/ISDN 20%

T1 or faster 0%

Not Applicable 35%

What would you estimate the amount of your annual hunting- and fishing-related expenditures (including travel, lodging, food, licenses, tags and equipment)?

Under \$500 13%

\$500 - \$999 23%

\$1,000 - \$4,999 46%

\$5,000 - \$9,999 13%

\$10,000 or more 5%

Did *Tracks* inspired you to try hunting or fishing new types of game or fish?

YES 25%

NO 75%

Do you hunt or fish primarily on private or public lands?

PUBLIC 75%

PRIVATE 25%